

DRUNK DRIVING: *It's a* WOMEN'S ISSUE TOO

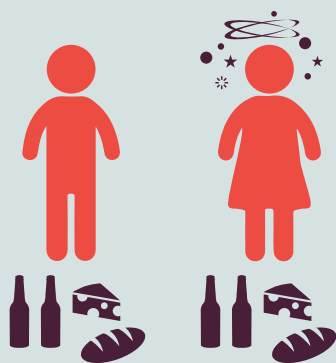
In 1986, women
accounted for **1 in 13**
impaired driving incidents
in Canada. In 2015, it was

1 in 5



In 2013,
19% of
fatally injured drivers
that tested positive
for alcohol
were **women**.

Traffic Injury Research Foundation asked Canadian women
about their understanding of the risk factors:



Biological Differences

Some, but not all women,
are aware they become
MORE IMPAIRED THAN MEN
when they consume the same
amount of alcohol.



Peer Pressure

Many women report that they
experience **PEER PRESSURE** from
other **WOMEN** in social settings to
CONSUME MORE ALCOHOL or to drive
when they do not feel they should.



Lack of Transportation

Transportation alternatives (including
TAXIS and **RIDE-SHARING**) are often
NOT AVAILABLE where and **WHEN WOMEN**
DRINK, leading them to **DRIVE WHILE IMPAIRED**
or to accept a ride with someone who is.



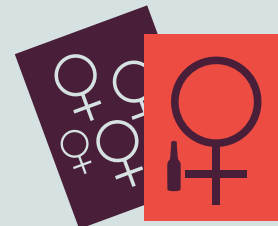
Safety Concerns

Women are concerned that **IMPAIRMENT**
makes them **VULNERABLE TO ASSAULT**
and may avoid **STAYING OVER** at someone's
home or taking **PUBLIC TRANSPORTATION**.



Stress and Loss

Break-ups, family deaths, and even
parenthood can contribute to **INCREASED**
USE OF ALCOHOL TO COPE, and result in
DRIVING AFTER DRINKING. (These factors
affect men too, of course!)



Lack of Women-Centred Education

Women aren't seeing their own
experiences addressed in **CAMPAIGNS**
AGAINST DRINKING AND DRIVING, which
are primarily focused on men.

Want to learn women-centred,
impaired driving prevention strategies?

Visit changetheconversation.ca!

